

Table A2-1
First-Class Mail Contents of Mail Received by Households
Postal Fiscal Years 1987, 2006 and 2007
(Diary Data)

Content	Percent of Total Mail Received by Households			Pieces Per Household Per Week		
	1987	2006	2007	1987	2006	2007
Personal:						
Holiday card	3.2	1.7	1.4	0.55	0.44	0.35
Other greeting cards	1.7	0.9	1.0	0.29	0.22	0.24
Letter	2.7	0.7	0.7	0.46	0.19	0.18
Package	0.1	0.1	0.1	0.01	0.01	0.01
Invitations	0.7	0.4	0.4	0.12	0.10	0.10
Announcements	0.2	0.1	0.1	0.03	0.02	0.02
Other personal	0.5	0.2	0.1	0.09	0.05	0.03
Total Personal	9.1	4.0	3.8	1.55	1.04	0.94
Business or Nonfederal Government:						
Advertising Only	5.2	6.6	6.0	0.89	1.74	1.50
Notice of order	1.4	1.8	2.1	0.23	0.46	0.54
Bill/invoice/premium ①	14.7	12.3	12.5	2.52	3.21	3.11
Financial statement	5.0	4.4	4.7	0.87	1.17	1.18
Payment	1.9	0.9	0.9	0.32	0.24	0.24
Rebate	0.1	0.1	0.1	0.01	0.03	0.03
Greeting card	0.3	0.3	0.3	0.05	0.07	0.06
Invitation or announcement	1.5	2.1	2.1	0.26	0.55	0.52
Sweepstakes	0.1	0.0	0.1	0.01	0.00	0.02
Receipts for direct deposit	0.0	0.0	0.0	0.01	0.13	0.22
Insurance policy ②	0.2	0.5	0.9	0.03	0.13	0.22
Tax forms	0.0	0.3	0.3	0.01	0.07	0.09
CD/DVD/Video game	N/A	N/A	0.4	N/A	0.00	0.11
Other business or government	6.7	0.9	0.8	1.14	0.23	0.19
Packages	0.1	0.4	0.2	0.02	0.11	0.05
Total Business or Government	37.2	30.6	31.4	6.37	8.16	8.07
Social/Charitable/Political/Nonprofit:						
Announcement/meeting	1.3	1.1	1.5	0.22	0.30	0.37
Request for donation	0.4	0.5	0.5	0.07	0.12	0.12
Confirmation of donation	0.2	0.2	0.2	0.03	0.06	0.05
Bill/invoice/premium	0.3	0.1	0.1	0.04	0.04	0.03
Educational acceptances	0.1	0.0	0.0	0.02	0.00	0.00
Other social/charitable/political/nonprofit	1.2	0.3	0.2	0.20	0.07	0.06
Total Social/Charitable/Political/Nonprofit	3.5	2.2	2.5	0.58	0.59	0.62
Don't know/No answer	0.6	1.9	1.6	0.11	0.49	0.41
Total Mail Received by Households	50.4	38.7	39.3	8.61	10.27	10.04

①Includes credit card statement/bill.

②Estimates for 2006 and 2007 include Insurance Related Mail.

Note: Totals may not sum due to rounding.

Table A2-2
First-Class Mail Received -- Content by Quarter
(Pieces Per Household Per Week)
Postal Fiscal Years 1987, 2006 and 2007
(Diary Data)

Quarter	Total Personal			Total Business or Nonfederal Government*		
	1987	2006	2007	1987	2006	2007
Quarter One	2.42	1.77	1.61	6.49	7.80	6.50
Quarter Two	1.56	0.73	0.59	6.38	7.83	7.15
Quarter Three	1.16	0.71	0.69	6.56	7.30	6.95
Quarter Four	1.04	0.64	0.54	6.00	7.48	6.80

* Includes credit card statement/bill.

Table A2-3
Use of First-Class Advertising-Only Mail -- by Industry
Postal Fiscal Years 1987, 2006 and 2007
(Diary Data)

Industry	Percent of First-Class "Advertising Only"			Percent of Total First Class Mail			Pieces Per Household Per Week		
	1987	2006	2007	1987	2006	2007	1987	2006	2007
Financial:									
Credit Card	7.0	20.5	13.8	0.4	3.6	2.1	0.1	0.4	0.2
Bank	7.0	8.0	8.3	0.4	1.4	1.3	0.1	0.1	0.1
Securities	5.4	1.7	1.5	0.3	0.3	0.2	0.0	0.0	0.0
Money Market	0.2	0.3	0.3	0.0	0.1	0.0	0.0	0.0	0.0
Insurance	7.8	5.4	6.2	0.4	0.9	1.0	0.1	0.1	0.1
Mortgage	3.7	6.6	6.9	0.2	1.1	1.1	0.0	0.1	0.1
Other Financial	1.1	0.6	0.7	0.1	0.1	0.1	0.0	0.0	0.0
Total Financial	32.2	43.2	37.7	1.7	7.5	5.8	0.3	0.8	0.6
Merchants:									
Supermarkets	0.0	1.1	0.8	0.0	0.2	0.1	0.0	0.0	0.0
Deptment Store	7.0	5.2	4.0	0.4	0.9	0.6	0.1	0.1	0.1
Mail Order	8.5	4.8	3.6	0.4	0.8	0.6	0.1	0.1	0.1
Specialty Store	9.3	8.3	10.6	0.5	1.4	1.6	0.1	0.1	0.2
Publisher	10.8	4.2	3.8	0.6	0.7	0.6	0.1	0.1	0.1
Land Promotion	3.8	0.9	1.1	0.2	0.2	0.2	0.0	0.0	0.0
Online Auction	N/A	N/A	0.1	N/A	N/A	0.0	N/A	N/A	0.0
Restaurant	0.2	0.3	0.4	0.0	0.1	0.1	0.0	0.0	0.0
Consumer packaged goods	1.0	3.2	4.2	0.1	0.6	0.6	0.0	0.1	0.1
Auto dealers	2.2	3.2	4.5	0.1	0.6	0.7	0.0	0.1	0.1
Service stations	0.1	1.0	1.7	0.0	0.2	0.3	0.0	0.0	0.0
Other Merchants	3.2	1.6	1.6	0.2	0.3	0.2	0.0	0.0	0.0
Total Merchants	46.1	33.8	36.2	2.4	5.9	5.6	0.4	0.6	0.5
Services:									
Telephone	1.9	2.2	2.3	0.1	0.4	0.4	0.0	0.0	0.0
Other utility	0.7	0.6	0.7	0.0	0.1	0.1	0.0	0.0	0.0
Medical	1.7	3.0	2.9	0.1	0.5	0.4	0.0	0.1	0.0
Other professional	1.7	1.8	1.2	0.1	0.3	0.2	0.0	0.0	0.0
Leisure service	7.7	6.4	7.8	0.4	1.1	1.2	0.1	0.1	0.1
Cable TV	0.8	1.0	1.3	0.0	0.2	0.2	0.0	0.0	0.0
Computer	0.6	0.8	0.9	0.0	0.1	0.1	0.0	0.0	0.0
Craftsman	0.1	0.1	0.5	0.0	0.0	0.1	0.0	0.0	0.0
Other Services	2.9	2.9	5.1	0.1	0.5	0.8	0.0	0.1	0.1
Total Services	17.5	18.8	22.9	0.9	3.3	3.5	0.2	0.3	0.3
Federal government	N/A	2.3	1.6	N/A	0.4	0.3	N/A	0.0	0.0
Nonfederal government	1.0	0.8	0.6	0.0	0.1	0.1	0.0	0.0	0.0
Social/Charitable/Political/Nonprofit	0.0	0.4	0.2	0.0	0.1	0.0	0.0	0.0	0.0
Don't Know/No Answer	3.2	0.7	0.7	0.2	0.1	0.1	0.0	0.0	0.0
Total Advertising-Only Mail Received by Households	100.0	100.0	100.0	5.2	17.4	15.3	0.9	1.7	1.5

Note: Totals may not sum due to rounding.

Table A2-4
Percentage of First-Class Mail Containing Advertising by Household Income
(Percentage of Pieces)
Postal Fiscal Years 1987, 2006 and 2007
(Recruitment and Diary Data)

Income	First-Class Mail		
	1987	2006	2007
< \$7K	18.6	15.6	24.9
\$7K - \$9.9K	21.1	22.6	24.7
\$10K - \$14.9K	25.5	21.9	21.8
\$15K - \$19.9K	23.4	26.1	28.5
\$20K - \$24.9K	24.3	30.0	28.8
\$25K - \$29.9K	25.5	29.4	27.0
\$30K - \$34.9K	27.0		
\$35K - \$49.9K	29.5	30.1	28.7
\$50K - \$64.9K	29.4	31.0	27.4
\$65K - \$79.9K	29.9	32.0	29.8
\$80K - \$99.9K	33.3	31.2	29.8
\$100K+	31.6	32.2	30.3

① Includes advertising only, advertising enclosed, and business invitations/announcements.

Table A2-5
First-Class Mail Usage of Reply Envelopes -- by Industry
(Percentage of Pieces)
Postal Fiscal Years 1987, 2006 and 2007
(Diary Data)

Industry	BRM			CRM			Total Reply Mail		
	1987	2006	2007	1987	2006	2007	1987	2006	2007
Financial:									
Credit Card	12.2	34.1	22.8	14.0	20.2	19.0	13.7	23.1	19.8
Bank	10.5	9.0	8.9	5.5	7.4	8.4	6.8	7.7	8.5
Securities	9.5	5.7	4.0	1.4	1.0	1.2	3.1	2.0	1.8
Money Market	1.1	0.7	0.4	0.2	0.2	0.2	0.4	0.3	0.2
Insurance	13.0	7.6	8.2	9.5	8.2	7.7	10.3	8.1	7.8
Mortgage	1.6	1.5	1.4	0.4	1.9	2.1	0.6	1.9	2.0
Other Financial	1.4	0.7	0.4	0.4	0.4	0.4	0.6	0.5	0.4
Total Financial	49.3	59.4	46.2	31.4	39.3	39.1	35.0	43.5	40.6
Merchants:									
Supermarkets	0.0	0.0	0.2	0.0	0.1	0.1	0.0	0.1	0.1
Department Store	3.7	1.4	1.7	9.4	4.2	4.2	8.1	3.6	3.7
Mail Order	4.6	2.4	2.1	2.3	1.6	1.7	2.6	1.8	1.8
Other Store	1.2	1.0	1.1	1.8	1.8	1.9	1.6	1.6	1.8
Publisher	8.2	5.2	5.6	6.8	3.1	3.3	7.0	3.6	3.8
Land Promotion	0.5	0.1	0.1	0.1	0.0	0.0	0.2	0.0	0.0
Online auction	N/A	N/A	0.1	N/A	N/A	0.1	N/A	N/A	0.1
Restaurant	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Consumer packaged goods/manufacturers	0.7	1.1	1.2	0.1	0.4	0.6	0.2	0.6	0.7
Auto dealers	0.3	0.5	0.4	0.0	0.1	0.1	0.1	0.2	0.2
Service stations	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.1	0.1
Other Merchants	0.8	0.7	11.8	0.7	0.2	0.3	0.7	0.3	2.7
Total Merchants	21.1	12.5	24.4	21.2	11.8	12.4	21.2	11.9	14.9
Services:									
Telephone	3.6	2.3	1.9	11.8	12.6	11.3	10.3	10.5	9.3
Other utility	3.1	2.6	3.0	14.4	12.4	12.6	12.1	10.3	10.6
Medical	3.8	4.1	4.0	8.6	8.1	8.9	7.6	7.3	7.9
Other professional	1.0	0.9	0.8	0.4	0.5	0.4	0.6	0.6	0.5
Leisure service	1.6	1.6	3.2	0.7	0.6	0.6	0.9	0.8	1.1
Cable TV	0.5	1.0	0.9	3.5	5.4	5.0	2.9	4.5	4.1
Computer	0.1	0.3	0.1	0.0	0.4	0.4	0.0	0.4	0.3
Craftsman	0.1	0.0	0.1	0.1	0.0	0.0	0.1	0.0	0.1
Other services	1.8	1.2	2.2	1.0	1.3	1.5	1.2	1.2	1.7
Total Services	15.6	14.0	16.2	40.5	41.2	40.7	35.5	35.6	35.6
Federal government	N/A	2.6	2.3	N/A	0.7	0.7	N/A	1.1	1.0
Nonfederal government	10.0	2.2	1.8	2.1	2.5	2.6	2.2	2.4	2.4
Social/Charitable/Political/Nonprofit	2.6	9.2	8.6	3.6	4.3	4.3	5.0	5.4	5.2
Don't know/No answer	1.4	0.2	0.5	1.2	0.1	0.2	1.2	0.1	0.3
Total Nonhousehold Mail Received by Households	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Pieces per household per week	0.5	0.7	0.7	2.1	2.6	2.5	2.7	3.3	3.2

Note: Totals may not sum to 100 due to rounding.

Table A2-6
First-Class Mail -- Enclosure of Reply Envelopes -- by Content
(Percentage of Pieces)
Postal Fiscal Years 1987, 2006 and 2007
(Diary Data)

Industry	BRM			CRM			Total Reply Mail		
	1987	2006	2007	1987	2006	2007	1987	2006	2007
Business or Nonfederal Government:									
Advertising Only	33.7	47.1	31.5	5.2	4.1	3.1	11.0	13.0	9.0
Notice of Order	3.0	3.6	3.6	1.6	1.0	1.2	2.0	1.6	1.7
Bill/invoice/premium*	19.0	19.9	22.3	75.3	84.7	84.9	63.2	71.3	71.9
Financial Statement	6.4	6.9	6.2	3.2	3.1	3.4	4.0	3.9	3.9
Payment	1.54	0.4	0.4	0.4	0.2	0.3	0.8	0.3	0.3
Rebate	0.1	0.0	0.1	0.0	0.0	0.1	0.0	0.0	0.1
Greeting Card	0.6	0.6	0.5	0.1	0.2	0.2	0.2	0.2	0.2
Invitation	4.7	6.6	6.6	0.6	1.1	1.0	1.5	2.3	2.2
CD/DVD/Video Game	N/A	N/A	14.4	N/A	N/A	0.0	N/A	N/A	3.0
Other business or nonfederal government	20.9	6.0	5.9	10.0	1.2	1.6	12.2	2.2	2.5
Total Business or Nonfederal Government	89.9	91.1	91.4	96.4	95.7	95.8	95.1	94.7	94.9
Social/Charitable/Political/Nonprofit									
Announcement/meeting	1.8	2.0	2.2	0.5	0.9	1.0	0.9	1.1	1.3
Request for donation	4.4	5.2	5.0	1.2	2.1	2.1	1.8	2.8	2.7
Confirmation of donation	0.5	0.6	0.5	0.2	0.6	0.4	0.3	0.6	0.4
Bill/invoice/premium	0.4	0.3	0.3	0.9	0.6	0.5	0.8	0.5	0.5
Other social/charitable/political/nonprofit	3.2	0.8	0.6	0.8	0.2	0.2	1.3	0.3	0.3
Total Social/Charitable/Political/Nonprofit	10.2	8.9	8.6	3.6	4.3	4.2	4.9	0.0	0.0
Total Received by Households	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Pieces Per Household Per Week	0.5	0.7	0.7	2.1	2.6	2.5	2.7	3.3	3.2

*Includes credit card statement/bill.

Note: Totals may not sum due to rounding.

Table A2-7
First-Class Mail -- Industry Usage of Reply Envelopes
(Percentage of Pieces From Each Industry That Contain Reply Mail)
Postal Fiscal Years 1987, 2006 and 2007
(Diary Data)

Industry	Business Reply			Courtesy Reply			No Reply Mail			Don't Know/ No Answer		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
Financial:												
Credit Card	13.0	21.3	17.1	59.2	48.6	54.2	20.9	26.7	25.8	7.0	3.4	2.9
Bank	5.3	5.2	5.0	11.1	16.2	18.1	75.3	76.0	74.4	8.3	2.6	2.5
Securities	18.2	10.5	7.0	10.4	7.4	8.0	64.8	78.1	82.4	6.7	4.0	2.6
Money Market	24.2	9.7	6.8	15.2	12.5	11.3	54.4	76.0	79.1	6.2	1.9	2.9
Insurance	10.2	6.1	5.9	29.6	25.0	21.0	50.6	65.0	68.2	9.5	3.9	4.9
Mortgage	8.9	4.7	4.2	9.0	22.4	23.8	72.6	71.9	70.8	9.6	1.0	1.2
Total Financial	9.7	10.5	8.3	24.4	26.8	26.7	57.6	59.5	61.8	8.2	3.2	3.2
Merchants:												
Supermarkets	N/A	1.0	6.7	N/A	12.2	10.4	N/A	85.0	79.1	N/A	1.9	3.8
Department Store	5.4	3.9	5.1	54.4	44.8	48.7	33.4	47.7	40.7	6.9	3.7	5.4
Mail Order	15.1	11.0	11.5	30.4	28.5	35.5	46.8	57.8	48.7	7.7	2.8	4.2
Other Store	3.0	2.6	2.7	18.4	18.9	18.2	73.1	76.2	76.8	5.5	2.3	2.3
Publisher	15.1	19.6	22.0	44.4	45.1	48.4	32.2	30.0	27.8	8.2	5.3	1.7
Land Promotion	6.2	3.2	3.1	5.7	2.9	2.6	78.0	91.2	90.7	10.2	2.8	3.6
Online auction	N/A	N/A	8.3	N/A	N/A	20.6	N/A	N/A	69.5	N/A	N/A	1.5
Restaurant	12.3	0.0	1.2	0.0	0.0	0.0	74.8	93.7	98.8	12.9	6.3	0.0
Consumer packaged goods/manufacturers	8.8	6.0	6.1	5.0	8.9	11.8	67.0	82.7	79.5	19.3	2.4	2.6
Auto dealers	3.5	4.4	3.2	2.6	2.2	3.3	86.9	90.9	91.0	7.0	2.6	2.5
Service stations	0.7	0.8	0.9	11.6	9.9	4.5	84.2	88.3	94.3	3.6	1.0	0.3
Total Merchants	8.8	7.2	13.5	35.2	27.2	25.9	47.8	62.2	57.4	8.1	3.4	3.2
Services:												
Telephone	5.1	3.4	3.1	67.7	70.3	68.3	17.1	21.3	24.9	10.0	5.0	3.7
Other utility	3.3	3.7	4.2	60.0	68.6	67.1	28.7	24.5	25.6	8.0	3.2	3.1
Medical	4.3	4.7	4.5	38.2	36.1	38.4	49.6	56.3	54.6	8.0	2.9	2.5
Other professional	6.0	4.7	5.2	10.9	10.6	11.3	72.3	82.9	80.7	10.8	1.7	2.7
Leisure service	5.8	6.1	11.4	9.7	8.6	7.5	75.0	84.1	79.0	9.5	1.1	2.2
Cable TV	2.2	3.5	3.2	63.3	72.6	72.1	24.8	20.4	22.5	9.7	3.5	2.2
Computer	4.0	5.0	2.0	6.6	26.7	25.8	80.1	64.9	68.2	9.3	3.5	4.0
Craftsman	2.7	8.2	6.6	14.2	4.5	8.7	66.4	87.3	82.7	16.7	0.0	2.0
Total Services	4.4	4.2	4.8	45.9	47.9	46.2	40.5	44.6	46.0	9.2	3.3	2.9
Federal government	N/A	6.6	7.6	N/A	7.3	8.2	N/A	82.6	82.1	N/A	3.4	2.0
Nonfederal government	4.2	4.2	3.6	13.3	18.3	20.1	74.9	74.9	73.7	7.6	2.5	2.6
Social/Charitable/Political/Nonprofit	9.1	10.2	9.1	13.0	18.5	17.2	64.3	66.2	67.9	13.7	5.1	5.8
Total Nonhousehold Mail Received	7.7	7.9	7.9	30.5	30.5	30.0	52.3	58.0	58.5	9.6	3.6	3.6
Pieces per household per week	0.5	0.7	0.7	2.1	2.6	2.5	3.6	4.9	4.9	0.7	0.3	0.3

Note: Percents are row percentages within each Industry classification.

Table A2-8
First-Class Mail -- Industry Mail to Households
Postal Fiscal Years 1987, 2006 and 2007
(Diary Data)

Industry	Percent of Non-Household Mail Received by Households			Pieces Per Household Per Week		
	1987	2006	2007	1987	2006	2007
Financial:						
Credit Card	2.9	4.3	3.7	0.50	1.08	0.89
Bank	6.2	4.7	4.9	1.06	1.18	1.18
Securities	1.6	1.5	1.6	0.28	0.37	0.39
Money Market	0.1	0.2	0.2	0.02	0.05	0.04
Insurance	3.9	3.4	3.8	0.68	0.85	0.93
Mortgage	0.6	0.9	0.9	0.10	0.22	0.23
Other financial	0.5	0.3	0.2	0.08	0.07	0.05
Total Financial	15.8	15.1	15.4	2.72	3.80	3.70
Merchants:						
Supermarkets	0.0	0.1	0.1	0.00	0.03	0.02
Deptment Store	2.1	1.0	0.9	0.37	0.24	0.22
Mail Order	0.9	0.6	0.5	0.16	0.15	0.12
Other Store	1.2	1.0	1.1	0.21	0.25	0.27
Publisher	1.9	0.7	0.7	0.33	0.18	0.17
Land Promotion	0.3	0.1	0.1	0.05	0.02	0.02
Online auction	N/A	N/A	0.0	N/A	N/A	0.01
Restaurant	0.0	0.0	0.0	0.00	0.01	0.01
Consumer packaged goods/manufacturers	0.3	0.5	0.5	0.04	0.13	0.13
Auto dealers	0.2	0.3	0.4	0.04	0.08	0.09
Service stations	0.0	0.1	0.1	0.00	0.02	0.03
Other Merchants	0.5	0.5	0.9	0.08	0.12	0.22
Total Merchants	7.4	4.9	5.4	1.28	1.22	1.31
Services:						
Telephone	2.2	1.8	1.7	0.37	0.46	0.42
Other utility	3.0	1.9	2.0	0.51	0.47	0.47
Medical	2.8	2.3	2.4	0.47	0.58	0.59
Other professional	0.5	0.5	0.4	0.09	0.12	0.10
Leisure service	0.9	0.7	0.8	0.15	0.18	0.19
Cable TV	0.7	0.8	0.7	0.12	0.19	0.17
Computer	0.1	0.2	0.1	0.01	0.04	0.04
Craftsman	0.1	0.0	0.1	0.01	0.00	0.01
Other Services	0.8	0.6	0.9	0.14	0.16	0.21
Total Services	11.1	8.8	9.1	1.87	2.21	2.20
Federal government	N/A	1.0	0.8	N/A	0.26	0.20
Nonfederal government	2.0	1.4	1.4	0.34	0.35	0.33
Social/Charitable/Political/Nonprofit	3.4	2.4	2.6	0.59	0.61	0.63
Don't Know/No Answer	0.9	0.2	0.2	0.14	0.04	0.06
Total Industry Mail to Households	40.6	33.8	35.0	6.94	8.49	8.42

Note: Pieces per Household per Week totals do not match those in Table A2-1 due to the exclusion of Personal Mail, Packages, and Mail Pieces for which no response was given to Mail Type.

Totals may not sum due to rounding.

Table A2-9
First-Class Mail -- Bills and Statements
Postal Fiscal Years 1987, 2006 and 2007
(Diary Data)

Industry	Percent of Total First-Class			Pieces Per Household per Week			Percent of Total First-Class			Pieces Per Household per Week		
	Bills*						Statements					
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
Financial:												
Credit Card	1.8	6.5	6.1	0.3	0.6	0.6	0.1	N/A	N/A	0.0	N/A	N/A
Bank	1.0	2.5	2.5	0.2	0.2	0.2	3.2	6.6	6.7	0.6	0.7	0.7
Securities	0.1	0.1	0.1	0.0	0.0	0.0	0.7	2.4	2.7	0.1	0.2	0.3
Money Market	0.0	0.0	0.0	0.0	0.0	0.0	0.1	0.3	0.3	0.0	0.0	0.0
Insurance	1.6	3.8	3.8	0.3	0.4	0.4	0.3	0.8	0.9	0.1	0.1	0.1
Mortgage	0.1	0.5	0.7	0.0	0.1	0.1	0.0	0.2	0.2	0.0	0.0	0.0
Other Financial	0.1	0.1	0.1	0.0	0.0	0.0	0.1	0.2	0.2	0.0	0.0	0.0
Total Financial	4.7	13.5	13.4	0.8	1.3	1.3	4.5	10.5	11.0	0.8	1.0	1.1
Merchants:												
Supermarkets	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Deptment Store	1.3	1.3	1.3	0.2	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Mail Order	0.2	0.3	0.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Store	0.4	0.7	0.7	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Publisher	0.9	0.8	0.8	0.2	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Land Promotion	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Online Auction	N/A	N/A	0.0	N/A	N/A	0.0	N/A	N/A	0.0	N/A	N/A	0.0
Restaurant	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Consumer packaged goods	0.0	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Auto dealers	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Service stations	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Merchants	0.1	0.1	0.1	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0
Total Merchants	2.9	3.4	3.7	0.5	0.3	0.4	0.1	0.2	0.2	0.0	0.0	0.0
Services:												
Telephone	1.6	3.9	3.6	0.3	0.4	0.4	0.0	0.0	0.0	0.0	0.0	0.0
Other utility	2.4	4.3	4.5	0.4	0.4	0.4	0.0	0.0	0.0	0.0	0.0	0.0
Medical	1.7	3.3	3.3	0.3	0.3	0.3	0.1	0.1	0.2	0.0	0.0	0.0
Other professional	0.1	0.2	0.2	0.0	0.0	0.0	0.0	0.1	0.1	0.0	0.0	0.0
Leisure service	0.1	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Cable TV	0.5	1.7	1.5	0.1	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0
Computer	0.0	0.1	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Craftsman	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Other Services	0.2	0.5	0.4	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total Services	6.7	14.1	13.8	1.2	1.4	1.3	0.2	0.4	0.4	0.0	0.0	0.0
Federal government	N/A	0.2	0.2	N/A	0.0	0.0	N/A	0.3	0.4	N/A	0.0	0.0
Nonfederal government	0.3	0.8	0.7	0.1	0.1	0.1	0.1	0.2	0.2	0.0	0.0	0.0
Social/Charitable/Political/Nonprofit	0.2	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Don't Know/No Answer	0.2	0.1	0.1	0.0	0.0	0.0	0.1	0.0	0.1	0.0	0.0	0.0
Total Bills or Statements Received by Households	14.9	32.1	31.9	2.6	3.2	3.1	5.0	11.6	12.1	0.9	1.1	1.1

* Includes credit card statement/bill.

Note: Totals may not sum due to rounding.

Table A2-10
Use of First-Class Business Invitations/Announcements Mail -- by Industry
Postal Fiscal Years 1987, 2006 and 2007
(Diary Data)

Industry	Percent of First-Class Business Invitations and Announcements			Percent of Total First Class Mail			Pieces Per Household Per Week		
	1987	2006	2007	1987	2006	2007	1987	2006	2007
Financial:									
Credit Card	3.6	5.4	6.7	0.1	0.3	0.4	0.0	0.0	0.0
Bank	8.9	7.8	10.0	0.1	0.4	0.5	0.0	0.0	0.1
Securities	5.3	4.1	4.6	0.1	0.2	0.2	0.0	0.0	0.0
Money Market	0.1	1.1	0.5	0.0	0.1	0.0	0.0	0.0	0.0
Insurance	7.4	9.0	6.4	0.1	0.5	0.3	0.0	0.0	0.0
Mortgage	2.5	3.2	3.0	0.0	0.2	0.2	0.0	0.0	0.0
Other financial	1.7	1.5	0.9	0.0	0.1	0.0	0.0	0.0	0.0
Total Financial	29.5	32.0	32.3	0.5	1.8	1.7	0.1	0.2	0.2
Merchants:									
Supermarkets	0.0	0.4	0.6	0.0	0.0	0.0	0.0	0.0	0.0
Deptment Store	2.8	1.2	2.0	0.0	0.1	0.1	0.0	0.0	0.0
Mail Order	1.0	1.1	1.8	0.0	0.1	0.1	0.0	0.0	0.0
Other Store	4.6	1.7	2.8	0.1	0.1	0.2	0.0	0.0	0.0
Publisher	3.6	1.5	3.2	0.1	0.1	0.2	0.0	0.0	0.0
Land Promotion	0.9	0.5	0.3	0.0	0.0	0.0	0.0	0.0	0.0
Online auction	N/A	N/A	0.1	N/A	N/A	0.0	N/A	N/A	0.0
Restaurant	0.2	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Consumer packaged goods/manufacturers	2.3	2.6	2.2	0.0	0.1	0.1	0.0	0.0	0.0
Auto dealers	0.6	0.7	1.3	0.0	0.0	0.1	0.0	0.0	0.0
Service stations	0.3	0.2	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Other Merchants	4.1	3.6	3.2	0.1	0.2	0.2	0.0	0.0	0.0
Total Merchants	20.4	13.7	17.9	0.3	0.8	1.0	0.1	0.1	0.1
Services:									
Telephone	2.6	1.6	1.6	0.0	0.1	0.1	0.0	0.0	0.0
Other utility	1.6	1.7	1.3	0.0	0.1	0.1	0.0	0.0	0.0
Medical	11.0	14.3	14.3	0.2	0.8	0.8	0.0	0.1	0.1
Other professional	5.2	4.7	4.1	0.1	0.3	0.2	0.0	0.0	0.0
Leisure service	9.9	3.4	3.2	0.2	0.2	0.2	0.0	0.0	0.0
Cable TV	0.3	1.0	0.7	0.0	0.1	0.0	0.0	0.0	0.0
Computer	0.9	0.4	0.7	0.0	0.0	0.0	0.0	0.0	0.0
Craftsman	0.5	0.1	0.2	0.0	0.0	0.0	0.0	0.0	0.0
Other Services	4.9	3.1	5.2	0.1	0.2	0.3	0.0	0.0	0.0
Total Services	36.9	30.4	31.3	0.6	1.7	1.7	0.1	0.2	0.2
Federal government	N/A	10.1	5.9	N/A	0.6	0.3	N/A	0.1	0.0
Nonfederal government	9.7	12.3	10.3	0.2	0.7	0.5	0.0	0.1	0.1
Social/Charitable/Political/Nonprofit	0.0	0.7	0.5	0.0	0.0	0.0	0.0	0.0	0.0
Don't Know/No Answer	3.5	0.7	1.8	0.1	0.0	0.1	0.0	0.0	0.0
Total Business Invitations/Announcements Mail Received by Households	100.0	100.0	100.0	1.5	4.9	5.0	0.3	0.5	0.5

Note: Totals may not sum due to rounding.

Table A2-11
Use of First-Class Advertising-Enclosed Mail ①-- by Industry
Postal Fiscal Years 1987, 2006 and 2007
(Diary Data)

Industry	Industry Breakdown of First-Class Household Mail That is "Advertising Enclosed"			Percent of Total First Class Mail			Pieces Per Household Per Week		
	1987	2006	2007	1987	2006	2007	1987	2006	2007
Financial:									
Credit Card	18.3	25.1	20.3	1.3	2.0	1.7	0.22	0.32	0.26
Bank	11.7	13.9	13.6	0.8	1.1	1.1	0.14	0.18	0.18
Securities	4.2	2.1	2.2	0.3	0.2	0.2	0.05	0.03	0.03
Money Market	0.8	0.2	0.1	0.0	0.0	0.0	0.01	0.00	0.00
Insurance	4.2	2.7	4.1	0.3	0.2	0.3	0.05	0.03	0.05
Mortgage	0.8	1.2	1.3	0.0	0.1	0.1	0.01	0.02	0.02
Other Financial	5.8	0.2	0.2	0.0	0.0	0.0	0.07	0.00	0.00
Total Financial	40.0	45.5	41.8	2.8	3.6	3.4	0.48	0.59	0.54
Merchants:									
Supermarkets	0.0	0.1	0.1	0.0	0.0	0.0	0.00	0.00	0.00
Deptment Store	14.2	6.2	5.7	1.0	0.5	0.5	0.17	0.08	0.07
Mail Order	2.5	1.1	1.3	0.2	0.1	0.1	0.03	0.01	0.02
Other Store	2.5	2.0	2.4	0.2	0.2	0.2	0.03	0.03	0.03
Publisher	5.0	1.7	1.7	0.4	0.1	0.1	0.06	0.02	0.02
Land Promotion	0.0	0.0	0.1	0.0	0.0	0.0	0.00	0.00	0.00
Online auction	N/A	N/A	0.1	N/A	N/A	0.0	N/A	N/A	0.00
Restaurant	0.0	0.0	0.1	0.0	0.0	0.0	0.00	0.00	0.00
Consumer packaged goods	0.0	0.5	1.1	0.0	0.0	0.1	0.00	0.01	0.01
Auto dealers	0.0	0.2	0.2	0.0	0.0	0.0	0.00	0.00	0.00
Service stations	0.0	0.1	0.1	0.0	0.0	0.0	0.00	0.00	0.00
Other Merchants	0.8	0.3	3.9	0.1	0.0	0.3	0.01	0.00	0.05
Total Merchants	25.8	12.4	16.7	1.8	1.0	1.4	0.31	0.16	0.22
Services:									
Telephone	8.3	13.6	12.7	0.6	1.1	1.0	0.10	0.18	0.17
Other utility	8.3	8.4	8.3	0.6	0.7	0.7	0.10	0.11	0.11
Medical	1.7	1.2	1.4	0.1	0.1	0.1	0.02	0.02	0.02
Other professional	1.7	0.2	0.2	0.0	0.0	0.0	0.02	0.00	0.00
Leisure service	0.0	0.8	1.2	0.1	0.1	0.1	0.00	0.01	0.02
Cable TV	4.2	6.8	5.0	0.3	0.5	0.4	0.05	0.09	0.07
Computer	0.0	0.4	0.4	0.0	0.0	0.0	0.00	0.00	0.01
Craftsman	0.0	0.0	0.0	0.0	0.0	0.0	0.00	0.00	0.00
Other Services	0.8	0.9	1.4	0.1	0.1	0.1	0.01	0.01	0.02
Total Services	25.0	32.4	30.6	1.7	2.5	2.5	0.30	0.42	0.40
Federal government	N/A	0.5	0.8	N/A	0.0	0.1	N/A	0.01	0.01
Nonfederal government	0.8	0.9	1.1	0.1	0.1	0.1	0.01	0.01	0.01
Social/Charitable/Political/Nonprofit	7.5	8.2	8.7	0.5	0.6	0.7	0.09	0.11	0.11
Don't Know/No Answer	0.8	0.1	0.3	0.1	0.0	0.0	0.01	0.00	0.00
Total Advertising Enclosed Mail Received by Households	100.0	100.0	100.0	7.0	7.9	8.2	1.20	1.29	1.30

① Does not include "Advertising Only" mail.

Note: Totals may not sum due to rounding.

Table A2-14
First-Class Mail Received -- by Number of Financial Accounts and Insurance Policies
Postal Fiscal Years 1987, 2006 and 2007
(Recruitment and Diary Data)

Number of Accounts and Policies	None			Low (1-5)			Medium (6-9)			High (10+)		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
Pieces per household per week	3.2	2.5	5.5	5.6	7.0	6.7	8.5	9.4	9.3	12.4	12.6	11.8

Table A2-15
First-Class Mail Received -- by Number of Credit Cards
Postal Fiscal Years 1987, 2006 and 2007
(Recruitment and Diary Data)

Number of Credit Cards	None			Low (1-3)			Medium (4-7)			High (8+)		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
Pieces per Household per Week	4.8	5.8	6.2	7.3	8.3	8.3	9.9	10.8	10.1	13.2	12.8	12.3

Table A2-16
First-Class Mail Receipt -- Content by Age of Head of Household
(Pieces Per Household Per Week)
Postal Fiscal Years 1987, 2006 and 2007
(Recruitment and Diary Data)

Contents	18 - 21			22 - 24			25 - 34			35 - 44		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
Personal	1.6	0.5	0.6	0.8	0.6	0.6	1.2	0.6	0.7	1.5	0.9	0.9
Business or Nonfederal Government:												
Advertising	0.4	1.0	0.8	0.3	0.9	0.8	0.7	1.4	1.3	1.0	1.8	1.6
Invitation/Announcement	0.1	0.1	0.1	0.1	0.2	0.3	0.2	0.5	0.4	0.3	0.5	0.5
Bill*	1.5	2.6	1.1	1.8	2.5	2.5	2.6	3.1	3.0	3.0	3.4	3.4
Financial Statement	0.6	1.0	0.6	0.4	0.8	0.6	0.6	0.8	1.0	1.0	1.1	1.2
Other ①	0.7	1.0	0.8	1.0	1.3	1.5	1.5	1.2	1.6	1.9	1.6	1.9
Total Business or Nonfederal Government	3.3	5.8	3.4	3.6	5.7	5.8	5.6	7.0	7.4	7.2	8.4	8.5
Social/Charitable/Political/Nonprofit	0.3	0.6	1.2	0.3	0.4	0.2	0.5	0.4	0.4	0.8	0.8	1.0
Total	5.3	6.8	5.2	4.7	6.7	6.6	7.3	8.0	8.5	9.6	10.2	10.5

Contents	45 - 54			55 - 64			65 - 69			70+		70 - 74	75+
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007	2007
Personal	1.8	1.1	0.9	1.8	1.1	1.1	1.7	1.5	1.1	1.9	1.4	1.0	1.1
Business or Nonfederal Government:													
Advertising	1.1	2.1	1.7	1.1	2.0	1.7	1.0	2.0	1.8	0.7	1.5	1.3	1.2
Invitation/Announcement	0.4	0.6	0.6	0.3	0.6	0.6	0.4	0.6	0.6	0.2	0.6	0.4	0.5
Bill*	3.1	3.6	3.5	2.7	3.6	3.4	2.0	2.9	3.2	1.6	2.5	2.6	2.4
Financial Statement	1.1	1.3	1.3	1.1	1.3	1.3	0.9	1.3	1.5	0.8	1.2	1.2	1.1
Other ①	2.1	1.8	1.9	2.0	2.1	1.9	1.8	2.2	2.2	1.9	2.2	2.0	2.3
Total Business or Nonfederal Government	7.8	9.4	9.1	7.2	9.6	8.9	6.1	9.0	9.3	5.2	8.1	7.6	7.5
Social/Charitable/Political/Nonprofit	0.7	0.7	0.7	0.7	0.7	0.6	0.5	0.7	0.7	0.5	0.6	0.7	0.0
Total	10.4	11.2	10.8	9.9	11.4	10.6	8.5	11.2	11.1	7.6	10.1	9.3	8.5

① Includes pieces for which no response was given for Mail Type.

*Includes credit card statement/bill.

Note: Totals may not sum due to rounding.

Table A2-17
First-Class Mail Receipt -- Content by Education of Head of Household
(Pieces Per Household Per Week)
Postal Fiscal Years 1987, 2006 and 2007
(Recruitment and Diary Data)

Contents	< 8th Grade			Some High School			High School			Some College		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
Personal	1.1	1.1	1.0	1.1	0.4	0.5	1.3	0.9	0.8	1.5	1.0	1.0
Business or Nonfederal Government:												
Advertising	0.5	1.3	1.2	0.6	1.0	0.9	0.7	1.6	1.4	0.9	1.8	1.4
Invitation/Announcement	0.1	0.4	0.7	0.1	0.3	0.5	0.2	0.5	0.5	0.3	0.5	0.5
Bill*	1.7	2.5	2.4	2.0	2.7	2.7	2.4	3.3	3.2	2.6	3.3	3.1
Financial Statement	0.4	0.7	0.8	0.6	0.6	0.7	0.7	1.1	1.1	0.9	1.2	1.1
Other ①	1.2	1.4	1.5	1.6	1.6	1.9	1.6	1.7	1.7	1.7	1.7	1.9
Total Business or Nonfederal Government	3.9	6.3	6.6	4.9	6.2	6.7	5.6	8.2	7.9	6.4	8.6	8.0
Social/Charitable/Political/Nonprofit	0.2	0.4	0.4	0.3	0.3	0.4	0.4	0.4	0.5	0.6	0.6	0.5
Total	5.4	7.9	8.0	6.5	7.0	7.6	7.4	9.5	9.2	8.5	10.1	9.4

Contents	Technical School			College Graduate			Post Graduate		
	1987	2006	2007	1987	2006	2007	1987	2006	2007
Personal	1.3	1.3	0.9	1.9	1.3	1.1	2.7	1.5	1.3
Business or Nonfederal Government									
Advertising	0.9	1.9	1.7	1.2	2.1	1.7	1.5	2.3	1.9
Invitation/Announcement	0.3	0.7	0.5	0.4	0.7	0.5	0.6	0.7	0.6
Bill*	2.5	3.1	3.2	3.1	3.4	3.3	3.4	3.5	3.2
Financial Statement	0.9	1.4	1.2	1.2	1.4	1.5	1.7	1.6	1.6
Other ①	1.8	1.8	1.9	2.2	1.8	2.0	2.9	2.1	2.2
Total Business or Nonfederal Government	6.4	8.8	8.5	8.1	9.3	9.0	10.1	10.3	9.4
Social/Charitable/Political/Nonprofit	0.4	0.4	0.8	0.9	0.8	0.8	1.7	1.2	1.1
Total	8.2	10.5	10.2	11.0	11.4	10.9	14.6	12.9	11.9

① Includes pieces for which no response was given for Mail Type.

* Includes credit card statement/bill.

Note: Totals may not sum due to rounding.

Table A2-18
First-Class Receipt -- Content by Income
(Pieces Per Household Per Week)
Postal Fiscal Years 1987, 2006 and 2007
(Recruitment and Diary Data)

Contents	<Under \$7K			\$7K - \$9.9K			\$10K - \$14.9			\$15K - \$19.9K		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
Personal	0.9	0.4	0.2	1.3	0.5	0.4	1.1	0.4	0.6	1.5	0.6	0.6
Business or Nonfederal Government:												
Advertising	0.3	0.4	0.4	0.5	0.6	0.8	0.6	0.6	0.7	0.7	0.9	0.9
Invitation/Announcement	0.1	0.3	0.2	0.1	0.2	0.2	0.1	0.3	0.2	0.2	0.4	0.4
Bill*	1.2	1.5	1.4	1.5	2.0	1.9	1.9	1.7	1.7	2.3	2.1	2.2
Financial Statement	0.2	0.3	0.3	0.4	0.7	0.8	0.6	0.5	0.9	0.7	0.6	0.5
Other ①	1.4	1.4	1.5	1.3	1.7	1.3	1.5	1.0	1.4	1.3	1.5	1.4
Total Business or Nonfederal Government	3.2	3.9	3.8	3.8	5.0	5.0	4.7	4.1	4.9	5.2	5.4	5.4
Social/Charitable/Political/Nonprofit	0.2	0.2	0.2	0.3	0.3	0.3	0.3	0.2	0.3	0.5	0.3	0.7
Total	4.3	4.5	4.2	5.5	5.7	5.7	6.2	4.8	5.8	7.3	6.4	6.7

Contents	\$20K - \$24.9K			\$25K - \$29.9K			\$30K - \$34.9K			\$35K - \$49.9K		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
Personal	1.3	0.8	0.5	1.5	0.8	1.1	1.8	0.8	1.1	1.7	1.0	0.8
Business or Nonfederal Government:												
Advertising	0.6	1.2	1.0	0.8	1.5	1.2	1.0	1.5	1.2	1.1	1.6	1.3
Invitation/Announcement	0.2	0.4	0.3	0.2	0.5	0.4	0.4	0.5	0.4	0.4	0.5	0.5
Bill*	2.6	2.3	2.3	2.5	2.9	2.5	2.9	2.9	2.5	3.2	3.2	3.1
Financial Statement	0.8	0.7	0.6	0.9	0.9	0.8	0.9	0.9	0.8	1.1	1.0	1.0
Other ①	1.5	1.3	1.4	1.9	1.7	1.6	1.9	1.7	1.6	2.1	1.8	1.7
Total Business or Nonfederal Government	5.7	5.8	5.6	6.3	7.5	6.4	7.1	7.5	6.4	7.9	8.1	7.5
Social/Charitable/Political/Nonprofit	0.4	0.4	0.4	0.6	0.4	0.5	0.7	0.4	0.5	0.8	0.4	0.5
Total	7.5	7.1	6.5	8.5	8.7	8.0	9.8	8.7	8.0	10.4	9.5	8.9

Contents	\$50K - \$64.9K			\$65K - \$79.9K			\$80K - \$99.9K			\$100K+		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
Personal	2.1	1.1	0.9	2.2	1.1	1.0	2.1	1.3	1.1	2.7	1.4	1.1
Business or Nonfederal Government:												
Advertising	1.5	1.7	1.4	2.1	2.0	1.7	2.4	2.3	1.9	2.4	2.8	2.2
Invitation/Announcement	0.4	0.6	0.5	0.4	0.6	0.7	0.6	0.7	0.6	0.7	0.8	0.7
Bill*	3.5	3.5	3.3	3.9	3.6	3.6	4.2	3.9	3.5	4.6	4.1	3.8
Financial Statement	1.5	1.2	1.2	1.8	1.3	1.3	1.8	1.6	1.5	2.0	1.8	1.8
Other ①	2.5	1.7	2.0	3.3	1.5	1.8	3.1	2.1	2.0	3.2	2.0	2.4
Total Business or Nonfederal Government	9.4	8.6	8.4	11.5	9.1	9.2	12.1	10.6	9.5	12.9	11.5	10.8
Social/Charitable/Political/Nonprofit	1.0	0.5	0.5	1.1	0.7	0.7	1.2	0.9	0.7	1.6	1.1	1.0
Total	12.6	10.2	9.8	14.9	10.9	10.9	15.5	12.8	11.4	17.5	14.0	13.0

① Includes pieces for which no response was given for Mail Type.

* Includes credit card statement/bill

Note: 2006/2007 Estimates for Income Levels \$25K-\$29.9K are identical to those in \$30K-\$34.9K since categories used to collect data only included \$25K-\$34.9K.

Totals may not sum due to rounding.

Table A2-19
First-Class Mail -- Percent of Nonpersonal Mail Received by
Households Which is Sent Presort -- by Content
Postal Fiscal Years 1987, 2006 and 2007
(Diary Data)

Content	Percent		
	1987	2006	2007
Business or nonfederal government advertising only	48.8	81.8	81.1
Notice of order	36.1	69.8	67.3
Bill/invoice/premium*	68.9	83.7	84.2
Financial Statement	60.8	85.0	86.7
Payment	42.3	62.6	62.8
Rebate ①	27.3	79.8	77.8
Greeting card	25.3	38.6	31.7
Invitation/announcement	28.5	65.3	66.6
Sweepstakes ①	77.5	71.2	95.7
Insurance policy ①	59.5	83.2	83.3
Tax forms ①	25.3	69.7	69.2
CD/DVD/Video game	N/A	N/A	92.8
Other business or government	49.7	65.1	65.5
Total Business or Nonfederal Government	56.7	79.7	80.1
Social/Charitable/Political/Nonprofit announcement/meeting	10.3	34.5	35.8
Request for donation	19.9	52.3	53.5
Confirmation of donation ①	11.8	39.7	35.1
Bill ①	29.9	49.3	47.0
Education ①	37.8	54.3	72.6
Other social/charitable/political/nonprofit	18.0	32.5	29.0
Total Social/Charitable/Political/Nonprofit	16.5	39.3	39.2
Total Nonpersonal Mail Received by Households	53.9	76.9	77.1
Pieces per Household Per Week	3.74	6.44	6.41

① Fluctuation may be due to small sample sizes.

* Includes credit card statement/bill.

Note: Percents are row percentages within each Mail Type.

Totals may not sum due to rounding.

Table A2-20
Total Percentage of Industry's First-Class Mail Received by
Households Which is Sent Presort
Postal Fiscal Years 1987, 2006 and 2007
(Diary Data)

Industry	Percent Sent Presort		
	1987	2006	2007
Financial:			
Credit Card	76.9	97.3	96.4
Bank	59.1	86.0	87.3
Securities	37.6	79.7	80.9
Money Market ①	52.4	80.1	85.9
Insurance	62.2	86.0	86.4
Mortgage	19.0	60.0	64.7
Total Financial	58.9	86.8	87.1
Merchants:			
Supermarkets	N/A	73.0	83.9
Deptment Store	73.5	93.7	92.8
Mail Order	50.0	84.3	82.9
Other Store	33.1	75.6	77.9
Publisher	58.9	85.9	85.6
Land Promotion ①	61.9	84.5	78.1
Online auction	N/A	0.0	49.7
Restaurant ①	50.0	43.2	52.0
Consumer packaged goods	30.8	72.5	80.1
Auto dealers ①	45.5	72.6	77.2
Service stations ①	14.3	78.8	81.8
Total Merchants	55.0	79.6	80.0
Services:			
Telephone	84.4	66.3	70.2
Other utility	81.2	86.6	83.4
Medical	35.9	62.8	65.2
Other professional	7.8	42.6	44.9
Leisure service	31.1	70.9	74.6
Cable TV	57.3	80.6	79.7
Computer ①	15.4	82.3	80.0
Craftsman ①	22.2	27.1	28.1
Total Services	56.7	69.3	70.7
Federal government	N/A	83.4	78.0
Nonfederal government	54.0	69.6	68.9
Social/Charitable/Political/Nonprofit	16.5	40.2	39.7
Total Nonhousehold Mail Received by households	53.9	73.5	74.9
Pieces per household per week	3.7	6.8	6.8

① Fluctuation may be due to small sample sizes.

Note: Percents are row percentages within each Industry classification.

Table A2-21
First-Class Mail -- Total Envelopes by Sector
(Percentage of Pieces)
Postal Fiscal Years 1987, 2006 and 2007
(Diary Data)

Sector	1987	2006	2007
Household-to-household	9.4	6.4	4.6
Household-to-nonhousehold	12.3	13.9	15.1
Nonhousehold-to-household	39.2	46.9	41.2
Unidentified incoming	0.6	2.9	2.2
Unidentified outgoing	1.4	0.8	1.0
Subtotal	62.9	71.0	64.1
Nonhousehold-to-nonhousehold	37.1	29.0	35.9
Total	100.0	100.0	100.0

Note: Totals may not sum due to rounding.

Base: RPW Total, First-Class Envelopes.

Table A2-22
First-Class Mail -- Total Envelopes by Content
(Percentage of Total Envelopes)
Postal Fiscal Years 1987, 2006 and 2007
(Diary Data)

Content	Percentage of Total Envelopes		
	1987	2006	2007
Personal:			
Holiday/seasons' greeting cards	3.3	2.8	2.3
Other greeting cards	1.7	1.4	1.5
Invitation	1.2	0.5	0.6
Letter from a friend or relative	2.6	1.2	1.2
Announcement	0.1	0.1	0.1
Other personal	0.5	0.3	0.2
Total Personal	9.4	6.4	5.9
Business or Nonfederal Government:			
Advertising only	4.5	6.4	5.1
Notice or confirmation of order	1.2	2.5	2.9
Bill*	15.1	20.4	20.4
Financial statement	5.3	7.4	7.8
Payment	2.0	1.5	1.5
Rebate	0.0	0.1	0.1
Holiday/greeting card	0.2	0.4	0.3
Invitation/announcement	1.3	2.6	2.5
Sweepstakes	0.0	0.0	0.1
Other insurance related	0.2	0.8	1.4
Tax	0.0	0.4	0.5
CD/DVD/Video game	N/A	0.0	0.7
Other business or nonfederal government	6.7	1.3	1.2
Total Business or Nonfederal Government	36.4	43.9	44.7
Social/Charitable/Political/Nonprofit:			
Announcement	1.2	1.3	1.6
Request for donation	0.4	0.7	0.7
Thank you for donation	0.2	0.4	0.3
Bill	0.2	0.2	0.2
Education acceptances	0.1	0.0	0.0
Other social/charitable/political/nonprofit	0.7	0.4	0.3
Total Social/Charitable/Political/Nonprofit	2.8	3.0	3.2
Don't Know/No answer	0.6	2.9	2.5
Total Envelopes Received by Households	49.2	56.2	56.3
Pieces Per Household Per Week	8.11	8.69	8.40

* Includes credit card statement/bill.

Base: RPW Total, First-Class Envelopes.

Note: Totals may not sum due to rounding.

Table A2-23
First-Class Mail -- Total Envelopes by Industry
(Percentage of Total Envelopes)
Postal Fiscal Years 1987, 2006 and 2007
(Diary Data)

Industry	1987	2006	2007
Financial:			
Credit card	2.7	6.8	5.8
Bank	5.7	7.3	7.5
Securities	1.5	2.3	2.5
Money Market	0.1	0.3	0.3
Insurance	3.6	5.1	5.7
Mortgage	0.5	1.0	1.0
Other financial	0.4	0.4	0.3
Total Financial	14.5	23.1	23.1
Merchants:			
Supermarkets	N/A	0.1	0.1
Department store	1.8	1.1	1.1
Mail order	0.7	0.6	0.5
Other store	0.9	0.8	0.9
Publisher	1.6	0.9	0.9
Land Promotion	0.2	0.0	0.1
Online auction	N/A	N/A	0.1
Restaurant	0.0	0.0	0.0
Consumer packaged goods	0.2	0.6	0.6
Auto dealers	0.2	0.3	0.4
Service stations	0.0	0.0	0.1
Other merchants	0.3	0.6	1.3
Total Merchants	5.9	5.0	5.8
Services:			
Telephones	2.0	2.9	2.7
Other Utility	2.4	2.8	2.9
Medical	2.4	3.2	3.3
Other professional	0.4	0.7	0.6
Leisure service	0.7	0.6	0.6
Cable TV	0.6	1.2	1.1
Computer	0.1	0.2	0.2
Craftsman	0.1	0.0	0.1
Other Services	0.6	0.7	0.8
Total Services	9.2	12.2	12.3
Federal government	N/A	1.3	1.1
Nonfederal government	1.7	1.9	1.9
Social/charitable/political/nonprofit	2.9	3.1	3.2
Don't know/No answer	0.5	0.2	0.3
Total Envelopes Received by Households from Non-Households	34.6	46.9	47.9
Pieces Per Household Per Week	6.4	7.3	7.1

Base: RPW Total, First-Class Envelopes.

Table A2-24
First-Class Mail -- Nonpresort Envelopes by Sector
(Percentage of Total Envelopes)
Postal Fiscal Years 1987, 2006 and 2007
(Diary Data)

Sector	1987	2006	2007
Household-to-household	12.5	12.7	12.2
Household-to-nonhousehold	17.3	30.5	34.0
Nonhousehold-to-household	25.2	30.5	31.3
Unidentified incoming	0.5	2.5	2.1
Unidentified outgoing	2.5	1.9	2.3
Subtotal	58.0	78.1	81.8
Nonhousehold-to-nonhousehold	42.0	21.9	18.2
Total	100.0	100.0	100.0

Base: RPW Total, First-Class Envelopes.

Note: Totals may not sum due to rounding.

Table A2-25
First-Class Mail -- Total Cards by Sector
(Percentage of Total Cards)
Postal Fiscal Years 1987, 2006 and 2007
(Diary Data)

Sector	1987	2006	2007
Household-to-household	9.2	2.1	2.6
Household-to-nonhousehold	8.5	3.7	3.5
Nonhousehold-to-household	56.8	54.0	59.2
Unidentified incoming	0.6	1.1	1.0
Unidentified outgoing	0.0	0.5	0.6
Subtotal	75.1	61.4	66.9
Nonhousehold-to-nonhousehold	24.9	38.6	33.1
Total	100.0	100.0	100.0

Base: RPW Total, First-Class Cards.

Note: Totals may not sum due to rounding.

Table A2-26
First-Class Mail -- Total Cards by Industry
(Percentage of Total Cards)
Postal Fiscal Years 1987, 2006 and 2007
(Diary Data)

Industry	1987	2006	2007
Financial:			
Credit card	0.2	0.7	0.6
Bank	0.2	2.0	2.5
Securities	0.2	0.5	0.6
Money Market	0.0	0.1	0.1
Insurance	1.1	3.1	4.1
Mortgage	1.3	3.9	3.9
Other financial	0.3	0.3	0.4
Total Financial	3.2	10.5	12.3
Merchants:			
Supermarkets	0.0	0.3	0.2
Department store	4.2	2.8	2.1
Mail order	5.0	1.9	1.3
Other store	6.4	6.2	6.6
Publisher	4.0	2.1	1.4
Land Promotion	1.1	0.5	0.4
Online auction	N/A	N/A	0.0
Restaurant	0.2	0.2	0.3
Consumer packaged goods	0.3	1.4	2.2
Auto dealers	0.6	0.9	1.4
Service stations	0.3	1.0	1.2
Other merchants	2.2	1.1	1.1
Total Merchants	24.4	18.5	18.3
Services:			
Telephone	0.3	0.7	0.9
Other Utility	7.9	2.1	2.5
Medical	4.7	5.0	5.1
Other professional	1.0	0.8	0.6
Leisure service	4.0	3.5	4.1
Cable TV	1.0	0.4	0.7
Computer	0.2	0.4	0.5
Craftsman	0.0	0.1	0.3
Other Services	2.7	2.3	4.4
Total Services	21.7	15.4	19.0
Federal government	N/A	2.2	1.4
Nonfederal government	1.4	2.2	1.8
Social/charitable/political/nonprofit	5.9	5.0	6.2
Don't know/No answer	N/A	0.2	0.3
Total Mail Recieved by Households	56.7	54.0	59.2
Pieces Per Household Per Week	0.4	0.5	0.6

Base: RPW Total, First-Class Cards.

Note: Totals may not sum due to rounding.

Table A2-27
First-Class Mail -- Total Cards by Content
(Percentage of Total Cards)
Postal Fiscal Years 1987, 2006 and 2007
(Diary Data)

Content	1987	2006	2007
Personal:			
Holiday/seasons' greeting cards	0.9	0.3	0.3
Other greeting cards	1.1	0.3	0.6
Invitation	1.7	0.8	0.6
Letter from a friend or relative	3.9	0.5	0.7
Announcement	0.2	0.1	0.2
Other personal	1.4	0.1	0.1
Total Personal	9.2	2.1	2.6
Business or Nonfederal Government:			
Advertising only	22.2	31.6	34.1
Notice or confirmation of order	5.1	4.3	5.9
Bill*	10.6	3.3	3.4
Financial statement	0.1	0.4	0.8
Payment	0.1	0.2	0.2
Rebate	0.1	0.5	0.4
Holiday/greeting card	0.8	0.9	0.7
Invitation/announcement	7.3	6.6	6.4
Sweepstakes	0.4	0.1	0.2
Receipts for direct deposit	0.2	0.0	0.0
Other insurance related	0.1	0.2	0.3
Tax	0.0	0.2	0.2
CD/DVD/Video game	N/A	0.0	0.0
Other business or nonfederal government	3.9	0.9	0.6
Total Business or Nonfederal Government	50.9	49.3	53.2
Social/Charitable/Political/Nonprofit:			
Announcement	4.0	3.6	5.1
Request for donation	0.3	0.4	0.3
Thank you for donation	0.3	0.2	0.1
Bill	0.1	0.1	0.0
Education acceptances	0.0	0.4	0.4
Other social/charitable/political/nonprofit	1.2	1.1	1.0
Total Social/Charitable/Political/Nonprofit	5.9	5.8	6.9
Don't Know/No answer	0.6	1.1	1.0
Total	66.6	58.4	63.8
Pieces Per Household Per Week	0.5	0.5	0.6

Base: RPW Total, First-Class Cards.

* Includes credit card statement/bill.

Table A2-28
First-Class Mail -- Cards Received by Households -- Household's
Percentage of Total Mail Sent at Each Category
Postal Fiscal Years 1987, 2006 and 2007
(Diary Data)

Content	Total Nonpresort Cards			Total Presort Cards		
	1987	2006	2007	1987	2006	2007
Personal:						
Holiday card	1.3	0.2	0.3	0.0	0.0	0.0
Other greeting card	1.5	0.2	0.5	0.0	0.0	0.0
Invitation	2.3	0.6	0.5	0.0	0.0	0.0
Letter	5.3	0.3	0.4	0.0	0.0	0.0
Announcement	0.3	0.1	0.1	0.0	0.0	0.0
Other personal	1.7	0.1	0.0	0.0	0.0	0.0
Total Personal	12.4	1.4	1.8	0.0	0.0	0.0
Business or Nonfederal Government:						
Advertising only	16.8	7.0	6.8	38.0	24.3	27.1
Notice of order	6.1	1.6	2.4	2.2	2.6	3.3
Bill/invoice/premium*	5.7	0.7	0.7	25.0	2.5	2.6
Financial statement	0.2	0.0	0.1	0.2	0.4	0.7
Payment	0.1	0.1	0.0	0.1	0.1	0.2
Rebate	0.1	0.0	0.0	0.4	0.4	0.4
Greeting card	1.0	0.5	0.4	0.1	0.4	0.3
Invitation/announcement	8.2	2.6	2.3	4.2	3.7	4.1
Other business or nonfederal government	4.2	#REF!	#REF!	5.2	1.0	0.8
Total Business or Nonfederal Government	42.4	#REF!	#REF!	75.4	35.3	39.4
Social/Charitable/Political/Nonprofit:						
Announcement/meeting	4.9	2.0	2.8	1.1	1.4	2.2
Request for donation	0.3	0.2	0.1	0.1	0.2	0.2
Confirmation of donation	0.4	0.1	0.1	0.0	0.1	0.0
Bill	0.1	0.0	0.0	0.0	0.0	0.0
Other social/charitable/political/nonprofit	1.4	0.1	0.2	0.0	0.3	0.2
Total Social/Charitable/Political/Nonprofit	7.1	2.5	3.2	1.3	2.1	2.7
Don't Know/No answer	0.7	0.4	0.1	1.7	0.7	0.7
Total Mail Recieved by Household	62.6	#REF!	#REF!	78.4	38.0	42.8
Pieces Per Household Per Week	0.3	0.2	0.2	0.1	0.4	0.4

Base: RPW Total, First-Class Cards.

* Includes credit card statement/bill.

Table A2-29
First-Class Mail -- Cards Received by Households -- Household's Percentage of
Total Mail Sent at Each Card Rate Category -- by Industry
Postal Fiscal Years 1987, 2006 and 2007
(Diary Data)

Industry	Percent of Total Nonpresort			Percent of Total Presort		
	1987	2006	2007	1987	2006	2007
Financial:						
Credit cards	0.0	0.1	0.1	0.4	0.6	0.5
Bank	0.2	0.3	0.5	0.2	1.6	1.9
Securities	0.2	0.1	0.1	0.3	0.3	0.5
Money Market	0.0	0.0	0.0	0.0	0.1	0.1
Insurance	12.0	0.5	0.3	0.8	2.5	3.8
Mortgage	1.4	2.0	1.6	0.6	1.9	2.3
Other financial	0.3	0.0	0.0	0.2	0.2	0.4
Total Financial	3.3	3.0	2.6	2.4	7.4	9.5
Merchants:						
Supermarkets	N/A	0.0	0.0	6.1	0.3	0.2
Department store	3.5	0.2	0.2	6.1	2.6	1.9
Mail order	3.7	0.2	0.2	8.6	1.6	1.1
Other store	6.1	1.4	1.4	6.9	4.8	5.2
Publisher	3.1	0.2	0.2	6.6	1.8	1.2
Land Promotion	0.9	0.1	0.1	1.6	0.4	0.4
Restaurant	0.1	0.1	0.1	0.3	0.1	0.2
Consumer packaged goods	0.1	0.3	0.2	0.6	1.1	2.0
Auto dealers	0.5	0.2	0.2	1.1	0.7	1.1
Service stations	0.4	0.2	0.1	0.1	0.9	1.1
Other merchants	1.9	0.4	0.5	2.7	0.7	0.7
Total Merchants	20.3	3.3	3.2	34.6	14.6	14.8
Services:						
Telephone	0.1	0.1	0.1	0.7	0.6	0.8
Other Utility	3.1	0.6	0.7	21.5	1.5	1.7
Medical	5.9	3.1	3.1	0.5	1.8	1.9
Other professional	1.0	0.4	0.2	0.8	0.4	0.3
Leisure service	3.0	0.6	0.5	6.9	2.8	3.5
Cable TV	0.5	0.0	0.0	1.9	0.4	0.7
Computer	0.1	0.0	0.1	0.2	0.3	0.4
Craftsman	0.1	0.1	0.2	0.0	0.1	0.1
Other Services	2.9	1.0	1.6	2.2	1.3	2.8
Total Services	16.6	5.8	6.5	34.8	9.3	12.3
Federal government	N/A	0.3	0.3	N/A	1.6	1.1
Nonfederal government	1.0	0.5	0.5	3.0	1.6	1.2
Social/charitable/political/nonprofit	7.1	2.6	3.3	2.1	2.3	2.8
Don't know/No answer	1.0	0.0	0.1	1.5	0.2	0.2
Total Mail From Nonhouseholds Received by Households	49.4	15.2	16.1	78.4	35.4	40.8
Pieces Per Household Per Week	0.3	0.1	0.2	0.1	0.4	0.4

Base: RPW Total, First-Class Cards.

Table A2-30
First-Class Mail -- Timeliness of Arrival
Postal Fiscal Years 1987, 2006 and 2007
(Diary Data)

Time of Arrival	Percent		
	1987	2006	2007
Arrived on time or sooner			
Arrived on the day needed	12.7	32.5	34.1
Arrived earlier than needed	6.4	17.2	16.5
Total Arrived on time or sooner	19.0	49.7	50.6
Was not expected to arrive on any special day	66.0	38.2	37.9
Arrived late	1.4	0.9	0.9
Don't know/No answer	13.6	11.3	10.5
Total	100.0	100.0	100.0

Note: Totals may not sum due to rounding.

Table A2-31
First-Class Mail -- Reason for Lateness
(Percentage of Pieces that Arrived Late)
Postal Fiscal Years 1987, 2006 and 2007
(Diary Data)

Reason for Lateness	Percent		
	1987	2006	2007
Mailed Late	36.1	26.0	26.9
Not mailed late	22.1	27.8	21.8
Don't know when mailed	22.7	38.4	40.4
Don't know/No answer	19.0	7.8	10.9
Total	100.0	100.0	100.0

Note: Totals may not sum due to rounding.

Table A2-32
First-Class Mail Received -- Timeliness of Arrival -- by Quarter
Postal Fiscal Years 1987, 2006 and 2007
(Diary Data)

Time of Arrival	Quarter 1			Quarter 2		
	1987	2006	2007	1987	2006	2007
Arrived on time or sooner	17.7	45.8	48.2	19.3	52.5	52.5
Was not expected to arrive on any special day	65.5	40.8	39.9	66.7	35.7	36.4
Arrived Late	1.5	0.7	1.0	1.3	1.2	0.8
Don't Know/No answer	15.4	12.7	10.9	12.8	10.7	10.3
Total	100.0	100.0	100.0	100.0	100.0	100.0

Time of Arrival	Quarter 3			Quarter 4		
	1987	2006	2007	1987	2006	2007
Arrived on time or sooner	17.7	49.8	49.0	22.0	52.1	53.2
Was not expected to arrive on any special day	66.8	39.0	40.5	65.0	36.6	35.6
Arrived Late	1.3	0.7	0.9	1.5	0.7	0.8
Don't Know/No answer	14.2	10.4	9.7	11.6	10.5	10.4
Total	100.0	100.0	100.0	100.0	100.0	100.0

Note: Totals may not sum due to rounding.

Table A2-33
First-Class Mail Received -- Timeliness of Arrival -- by Postal Region
Postal Fiscal Years 1987, 2006 and 2007
(Recruitment and Diary Data)

Time of Arrival	Northeast			East			South			Central			West		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
Arrived on time or sooner	16.4	49.8	48.6	17.8	49.6	51.7	23.7	47.7	53.1	18.9	50.9	49.6	18.1	50.5	49.3
Was not expected on any special day	66.0	39.0	39.0	67.5	38.1	36.7	62.1	37.5	33.6	66.7	38.0	40.6	67.6	38.5	40.1
Total Arrived Late	1.6	0.6	0.8	0.9	0.8	0.7	1.4	0.9	0.8	1.6	0.8	1.1	1.2	1.1	1.2
Don't know/No answer	16.1	10.6	11.6	11.0	11.5	10.9	12.8	13.9	12.4	12.9	10.3	8.6	13.1	9.8	9.3
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Note: Totals may not sum due to rounding.

Table A2-34
First-Class Mail Sent by Households to Nonhouseholds
Postal Fiscal Years 1987, 2006 and 2007
(Diary Data)

Mail Sent	Percentage of Total First-Class Mail			Pieces Per Household Per Week		
	1987	2006	2007	1987	2006	2007
Business Transactions -- In Response to Advertising:						
Total Response to Advertising	3.6	1.1	1.3	0.6	0.2	0.2
Business Transactions -- Not in Response to Advertising:						
Transaction to phone/utility company	2.0	2.9	2.9	0.4	0.5	0.5
Transaction to credit card company	1.5	2.1	2.1	0.3	0.3	0.3
All other business mail	5.1	7.2	8.1	0.9	1.2	1.3
Total Business Not In Response to Advertising	8.6	12.2	13.1	1.5	2.0	2.1
Don't know / No answer	0.1	0.2	0.2	0.0	0.0	0.0
Total Mail Sent by Households to Nonhouseholds	12.2	13.5	14.6	2.1	2.2	2.3

Note: Totals may not sum due to rounding.

Table A2-35
First-Class Mail Originating in Households and Nonhouseholds
Postal Fiscal Years 1987, 2006 and 2007
(Diary Data)

Sector	Percentage of First-Class Mail			Pieces Per Household Per Week		
	1987	2006	2007	1987	2006	2007
Household-to-household	9.1	6.2	5.8	1.6	1.0	0.9
Household-to-nonhousehold	12.2	13.5	14.6	2.1	2.2	2.3
Nonhousehold-to-household	40.6	51.7	53.0	7.0	8.5	8.4
Unknown outgoing	1.9	0.8	1.0	0.3	0.1	0.2
Unknown incoming	0.6	3.0	2.6	0.1	0.5	0.4
Subtotal	64.4	75.3	77.0	11.1	12.4	12.2
Nonhousehold-to-nonhousehold	35.6	24.7	23.0	N/A	N/A	N/A
Total	100.0	100.0	100.0	N/A	N/A	N/A

Base: RPW Total, First-Class Letters & Cards.

Note: Totals may not sum due to rounding.

Table A2-36
First-Class Mail Media by Which Mail Order Purchases
Made in the
Past Month Were Ordered
(Percentage of Orders)

Media	1987	2006	2007
Phone	31.0	45.4	43.6
Mail	67.2	31.7	32.7
Other	1.7	22.9	23.7
Total	100.0	100.0	100.0

Note: Totals may not sum due to rounding.

Table A2-37
First-Class Mail -- Method of Bill Payment
Postal Fiscal Years 1987, 2006 and 2007
(Recruitment Data)

Method of Payment	1987	2006	2007
By mail	95.7	92.6	92.9
In person *	N/A	37.0	32.7
By automatic deduction	21.8	52.5	54.2
By personal computer *	N/A	28.5	30.9
By telephone	0.8	16.2	13.9
By ATM *	N/A	1.1	0.9

Number of Payments	1987	2006	2007
Total payments per household per month	9.14	11.98	12.23

* Due to the way questions were worded in the 1987 version of the Recruitment interview, information regarding percentages is unavailable from the data.

** Sum of Percentages exceed 100% due to households using more than one method of bill payment.

Table A2-38
First-Class Mail -- Personal Letters and Cards (not greeting cards) Sent by
Households in an Average Month -- by Age of Head of Household
Postal Fiscal Years 1987, 2006 and 2007
(Recruitment and Diary Data)

Age	Pieces Per Household Per Month					
	Recruitment Interview ① (Perceived volume)			Diary Data (Actual Volume)		
	1987	2006	2007	1987	2006	2007
18 - 21	6.6	3.6	2.5	2.4	0.6	0.4
21 - 24	3.5	4.2	3.0	2.2	0.9	1.1
25 - 34	4.2	3.2	3.9	2.8	0.7	0.7
35 - 44	4.3	3.6	4.1	2.6	0.7	0.7
45 - 54	5.0	3.7	4.2	3.0	0.9	0.6
55 - 64	5.4	3.9	5.0	3.7	0.8	1.1
65 - 69	5.1	4.4	4.7	2.8	1.1	1.0
70 - 74	6.0	5.0	4.8	3.5	1.5	1.7
75+			5.7			1.5

① Includes thank you notes.

Table A2-39
First-Class Mail -- Holiday/Season's Greeting Cards Sent by
Households -- by Education of Head of Household
Postal Fiscal Years 1987, 2006 and 2007
(Recruitment Data)

Education	Christmas/Hanukah/New Year's Cards Per Household (Season)		
	1987	2006	2007
< 8th grade	25.7	22.2	23.8
Some high school	29.1	25.6	27.1
High school	34.9	33.1	36.9
Some college	37.4	35.0	38.9
Professional or technical school	39.1	34.5	31.6
College	47.4	41.0	45.2
Post graduate	56.5	47.1	50.4

Table A2-40
First-Class Mail -- Personal Letters and Cards (not greeting cards) Sent by
Households in an Average Month -- by Education of Head of Household
Postal Fiscal Years 1987, 2006 and 2007
(Recruitment and Diary Data)

Education	Pieces Per Household Per Month					
	Recruitment Interview ① (Perceived volume)			Diary Data (Actual Volume)		
	1987	2006	2007	1987	2006	2007
< 8th grade	3.8	4.3	4.6	1.2	0.9	1.3
Some high school	4.4	4.1	4.4	2.2	0.4	0.7
High school	4.2	3.8	4.4	2.2	0.7	0.8
Some college	5.1	4.0	4.7	2.4	0.9	0.8
Professional or technical school	5.4	4.4	4.6	2.3	1.5	0.8
College	5.5	4.0	4.8	5.1	1.2	1.0
Post graduate	6.4	4.4	5.3	5.9	1.4	1.4

① Includes thank you notes.

Table A2-41
Personal Letters and Cards (not greeting cards) Sent by
Households in an Average Month -- by Income
Postal Fiscal Years 1987, 2006 and 2007
(Recruitment and Diary Data)

Income	Pieces Per Household Per Month					
	Recruitment Interview ① (Perceived volume)			Diary Data (Actual Volume)		
	1987	2006	2007	1987	2006	2007
< \$7K ②	3.9	3.6	4.6	1.7	0.2	0.1
\$7K - \$9.9K ②	5.2	5.0	4.9	3.7	0.4	0.2
\$10K - \$14.9K	5.0	4.5	4.1	2.2	1.3	1.8
\$15K - \$19.9K	5.0	3.6	4.6	2.5	1.0	1.2
\$20K - \$24.9K	4.2	4.8	4.6	4.4	0.5	0.9
\$25K - \$29.9K	5.1	3.8	4.4	2.5	0.7	1.0
\$30K - \$34.9K	4.6			2.9		
\$35K - \$49.9K	4.5	4.0	4.6	3.1	1.1	0.8
\$50K - \$64.9K	5.8	3.9	5.0	3.8	1.1	0.7
\$65K - \$79.9K	5.9	3.9	4.7	3.8	0.8	0.8
\$80K - \$99.9K	5.8	3.9	4.7	3.6	0.8	1.0
\$100K+	4.2	4.0	4.4	6.0	0.8	0.9
Total	4.8	4.0	4.7	3.1	0.9	0.9

①Includes thank you notes.

Note: Total includes households which did not respond to the Income question.

②Fluctuations may be due to small sample sizes.

Table A2-42
First-Class Mail -- Holiday/Season's Greeting Cards Sent by
Households -- by Age of Head of Household
Postal Fiscal Years 1987, 2006 and 2007
(Recruitment Data)

Age	Christmas/Hanukah/New Year's Cards Per Household (Season)		
	1987	2006	2007
18 - 21	17.6	13.7	15.2
22 - 24	19.7	18.3	19.7
25 - 34	31.9	23.8	30.6
35 - 44	35.2	31.5	36.7
45 - 54	42.0	34.5	34.4
55 - 64	45.4	36.0	40.0
65 - 69	45.9	41.0	40.9
70 - 74	44.9	41.5	44.5
75+			43.4

Table A2-43
First-Class Mail -- Holiday/Season's Greeting Cards Sent by
Households -- by Income
Postal Fiscal Years 1987, 2006 and 2007
(Recruitment Data)

Income	Christmas/Hanukah/New Year's Cards Per Household (Season)		
	1987	2006	2007
< \$7K	20.6	17.2	18.7
\$7K - \$9.9K	26.7	21.3	18.5
\$10K - \$14.9K	31.6	22.1	22.2
\$15K - \$19.9K	32.4	24.8	30.2
\$20K - \$24.9K	32.5	26.8	28.2
\$25K - \$29.9K	37.7	28.4	32.6
\$30K - \$34.9K	38.9		
\$35K - \$49.9K	44.6	30.9	34.0
\$50K - \$64.9K	50.7	35.6	37.1
\$65K - \$79.9K	61.4	40.4	41.1
\$80K - \$99.9K		40.5	46.2
\$100K or More		49.3	51.7
Total	38.1	34.7	37.9

Table A2-44
First-Class Mail -- Use of Automatic Deductions
(Percent of Households)
Postal Fiscal Years 1987, 2006 and 2007
(Recruitment Data)

Deductions	1987	2006	2007
0	78.1	47.9	46.9
1	13.1	20.6	19.5
2	4.4	14.1	14.3
3	1.6	6.9	7.8
>3	1.3	9.9	11.2
Don't know/No answer	0.5	0.5	0.3
Total	100.0	100.0	100.0

Note: Totals may not sum due to rounding.

Table A2-45
First-Class Mail -- Use of Automatic Deductions -- by Income
(Percentage of Households)
Postal Fiscal Years 1987, 2006 and 2007
(Recruitment Data)

Number of Monthly Deductions	<Under \$7K ①			\$7K - \$9.9K ①			\$10K - \$14.9			\$15K - \$19.9K		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
0	89.1	81.4	82.3	87.0	65.6	66.5	87.3	59.7	65.3	84.3	61.2	65.9
1	6.4	10.8	11.8	7.5	13.9	13.6	7.9	18.4	15.1	9.5	16.7	15.1
2	1.6	4.3	1.9	2.3	7.1	13.4	2.2	10.2	9.4	1.3	9.2	9.9
3	0.3	1.3	0.8	1.3	6.5	1.6	0.8	4.1	4.8	1.1	6.1	3.7
4 +	0.7	2.2	3.2	0.9	6.9	4.3	0.6	7.6	5.1	1.0	6.9	5.4
Don't know/No answer	1.9	0.0	0.0	1.0	0.0	0.5	1.2	0.0	0.3	2.8	0.0	0.0
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Mean	0.1	0.4	0.5	0.2	0.8	0.8	0.2	0.9	0.9	0.2	0.9	0.8

Number of Monthly Deductions	\$20K - \$24.9K			\$25K - \$29.9K			\$30K - \$34.9K			\$35K - \$49.9K		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
0	78.3	56.5	54.9	71.1	50.7	50.2	75.8	50.7	50.2	66.1	50.5	45.4
1	15.8	19.6	18.8	16.8	22.4	18.4	14.8	22.4	18.4	20.0	18.9	24.0
2	2.4	9.4	9.9	8.0	13.0	13.1	6.0	13.0	13.1	8.6	14.8	13.3
3	1.0	4.3	7.4	1.1	5.7	8.4	1.4	5.7	8.4	2.6	7.6	6.6
4 +	1.1	9.5	8.7	1.1	7.8	9.6	1.6	7.8	9.6	2.2	8.0	10.4
Don't know/No answer	1.4	0.7	0.3	1.9	0.4	0.2	0.4	0.4	0.2	0.5	0.2	0.4
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Mean	0.3	1.1	1.1	0.3	1.2	1.3	0.4	1.2	1.3	0.6	1.2	1.4

Number of Monthly Deductions	\$50K - \$64.9K			\$65K - \$79.9K			\$80K - \$99.9K			\$100K+		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
0	68.5	44.6	42.2	68.7	38.4	38.1	76.3	38.4	38.5	68.2	36.3	33.5
1	18.6	23.6	20.9	18.6	22.8	23.9	17.6	24.2	20.6	18.2	21.7	19.2
2	5.7	14.4	16.0	8.8	17.2	15.0	2.2	17.7	18.5	5.7	17.7	18.5
3	4.0	6.4	8.7	2.4	9.8	11.1	3.4	7.5	9.0	2.8	10.0	10.3
4 +	1.9	10.6	12.0	1.1	11.3	11.5	0.5	11.9	13.0	3.7	14.0	18.4
Don't know/No answer	1.3	0.3	0.4	0.4	0.6	0.5	0.0	0.3	0.4	1.4	0.4	0.1
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Mean	0.5	1.4	1.5	0.5	1.6	1.6	0.3	1.6	1.8	0.5	1.8	2.1

NOTE: 1987 figures reflect the response to "How many payments each month are automatically deducted on a prearranged basis from savings or checking accounts?"

Note: 2006/2007 Estimates for Income Levels \$25K-\$29.9K are identical to those in \$30K-\$34.9K since categories used to collect data only included \$25K-\$34.9K.

Totals may not sum due to rounding.

①Fluctuations may be due to small sample sizes.

Table A2-46
First-Class Mail -- Use of Automatic Deductions -- by Age
(Percentage of Households)
Postal Fiscal Years 1987, 2006 and 2007
(Recruitment Data)

Number of Monthly Deductions	18 - 21 ①			22 - 24 ①			25 - 34			35 - 44		
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007
0	89.3	66.0	70.2	92.0	59.6	55.4	75.3	51.7	46.3	73.5	48.2	41.9
1	7.7	15.2	13.4	5.1	23.5	18.2	15.5	22.8	22.8	16.0	22.6	23.4
2	2.1	8.5	9.6	1.2	8.9	13.1	5.8	13.4	14.2	5.4	15.3	15.9
3	0.0	2.4	0.0	0.2	1.5	5.8	1.5	6.2	7.9	1.9	6.0	8.0
4 +	0.5	5.1	3.6	0.2	5.0	5.9	1.1	5.7	8.2	1.4	7.1	10.6
Don't know/No answer	0.4	2.8	3.2	1.3	1.5	1.6	0.8	0.1	0.6	1.8	0.7	0.2
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Mean	0.2	0.8	0.5	0.1	0.8	1.1	0.4	1.1	1.4	0.4	1.2	1.6

Number of Monthly Deductions	45 - 54			55 - 64			65 - 69			70+		70-74	75+
	1987	2006	2007	1987	2006	2007	1987	2006	2007	1987	2006	2007	2007
0	70.9	45.4	43.6	79.7	48.1	47.4	81.6	45.0	48.5	88.1	48.1	48.3	53.3
1	18.5	23.5	23.2	11.2	21.0	20.0	10.7	16.8	15.1	5.7	15.7	14.2	13.2
2	4.1	14.1	15.9	5.1	13.7	14.3	2.7	16.1	14.2	2.7	13.5	13.3	11.6
3	2.8	6.7	6.8	0.8	7.2	7.5	2.0	7.3	10.1	1.6	8.3	9.6	7.4
4 +	1.0	9.5	10.2	1.6	9.4	10.6	2.1	13.9	11.7	1.1	14.3	14.2	14.3
Don't know/No answer	2.7	0.7	0.3	1.6	0.6	0.2	0.9	0.9	0.4	0.8	0.1	0.4	0.2
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Mean	0.4	1.3	1.5	0.3	1.3	1.4	0.4	1.6	1.5	0.2	1.6	1.7	1.6

①Fluctuations may be due to small sample sizes.

NOTE: 1987 figures reflect the response to "How many payments each month are automatically deducted on a prearranged basis from savings or checking accounts?"

Totals may not sum due to rounding.